

What is claimed is:

1. A bottle having a base, a top part, sides, and a handle, the handle having a covering.
2. A bottle according to claim 1, wherein the covering is comprised of a material having a different composition than the bottle.
3. A bottle according to claim 1, wherein at least part of the covering is a soft feel material.
4. A bottle according to claim 3, wherein the covering covers at least 20% of the handle.
5. A bottle according to claim 3, wherein the covering covers at least 30% of the handle.
6. A bottle according to claim 3, wherein the covering covers at least 50% of the handle.
7. A bottle according to claim 3, wherein the covering covers at least 65% of the handle.
8. A bottle according to claim 3, wherein the covering covers at least 80% of the handle.
9. A bottle according to claim 3, wherein the covering covers at least 100% of the handle.

10. A bottle according to claim 1, wherein the soft feel material is selected from the group consisting of cataloy polyolefin, thermoplastic olefin, thermoplastic elastomer, lacquer, and soft feel paint.
11. A bottle according to claim 3, wherein the soft feel material is selected from the group consisting of cataloy, polyolefin thermoplastic olefin, thermoplastic elastomer, lacquer, and soft feel paint.
12. A bottle according to claim 1, wherein the covering is comprised of at least two labels.
13. A bottle according to claim 3 wherein the covering is comprised of at least two labels.
14. A bottle according to claim 1, wherein the bottle contains a heavy duty liquid laundry detergent.
15. A bottle according to claim 3, wherein the bottle contains a heavy duty liquid laundry detergent.
16. A bottle according to claim 1, wherein the covering has a thickness of 2-12 mils.
17. A bottle according to claim 1, wherein the covering has a thickness of 2-8 mils.
18. A bottle according to claim 1, wherein the handle is on the top part of the bottle.
19. A bottle according to claim 1, wherein the handle is on a side of the bottle.

20. A bottle according to claim 1, wherein the bottle is made of a material selected from the group consisting of polypropylene, polyethylene, polycarbonate, polyamides and/or polyethylene terephthalate, polyvinylchloride, and polystyrene, including multilayer combinations thereof.